



USDA HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY
Advertised Prices effective through December 25, 2007 - Central U.S.

December Holidays 2007
WHOLE TURKEYS

(10-24 lbs. whole birds; prices in \$/lb unless otherwise noted; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Alabama	Bruno's	Butterball	1.19	0.88						w/ store card
		Butterball	1.69	1.29						w/ o store card
		Shady Brook	0.99							w/ store card
		Shady Brook	1.49							w/ o store card
	Food World	Shady Brook	0.99							w/ store card
		Shady Brook	1.49							w/o store card
		no label		0.67						w/ store card
		no label		0.99						w/o store card
	Greer's	Best Choice		0.79						
	Ingle's	Butterball	1.68							w/ store card
		Butterball	1.98							w/o store card
	Kroger	Butterball	1.49	1.09						
		Honeysuckle	1.19	0.89						
		Private Selection								
	Piggly Wiggly	Piggly Wiggly		0.79						
	Publix	Butterball	1.39	0.99						
		Publix	1.19	0.79						w/ store card
		Publix	1.39	1.29						w/o store card
	Super Target	Market Pantry		0.68						
	Western	Jennie-O	0.99							limit 1 w/ \$20 purchase
		Farm Fresh		0.79						limit 1 w/ \$20 purchase
	Winn-Dixie	Butterball	1.49							limit 2
		Butterball		0.99						w/ store card; limit 2
		Butterball		1.39						w/o store card
		no label		0.79						w/ store card; limit 2
		no label		1.29						w/o store card
		Honeysuckle	1.19							w/ store card; limit 2
		Honeysuckle	1.39							w/o store card
Arkansas	Brookshire's	Butterball		0.99						
		no label		0.69						w/ \$10 purchase; limit 2
		Honeysuckle	1.19							
		Norbest								smoked @ 1.79/lb.
	Country Mart	Best Choice		0.79						< 16 lbs. (hen)
	Kroger	Butterball	1.29	1.19						
		Honeysuckle	0.97	0.99						
	Super 1 Foods	Butterball		0.89						
		no label		0.67						limit 2 w/ \$10 purchase
Illinois	Berkots	Norbest		0.99						
Chicago Area	Butera's	Food Club		*						< 16 lbs. (hen) \$8 off w/ coupon and purchase
	Dominick's	Butcher's Cut	1.29							



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			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Illinois Chicago Area (continued)		Butterball		0.99						
	Econo Foods	Honeysuckle	1.39							< 16 lbs. (hen)
	Jewel	Jennie-O		0.89						
		Perdue	1.59							
	Meijer	Butterball	1.19							w/ store card
		Butterball	2.09							w/o store card
	Moo & Oink	Norbest		0.99						
	Piggly Wiggly	Honeysuckle	1.49							
		Food Club		*						Save \$8.00 w/ coupon; limit 1
	Strack & Van Til	Butterball	1.39	0.99						
		Norbest		0.79						< 16 lbs. (hen)
		Norbest		0.99						> 16 lbs. (tom)
Illinois Downstate		Perdue	1.39							
		Rosebud	1.39							
		Lake Point								smoked @ 1.99/lb
	Super Target	Market Pantry		0.68						
	Ultra Foods	Butterball	1.39	0.99						
		Norbest		0.69						< 16 lbs. (hen)
		Norbest		0.79						> 16 lbs. (tom)
		Perdue	1.39							
		Rosebud	1.39							
		Lake Point								smoked @ 1.99/lb
	Buehler's	Honeysuckle	1.19							
	County Market	Farm Fresh		0.79						
Illinois Downstate		Honeysuckle	1.19							
	Cub Foods	Jennie-O	1.29							
	Dierberg's	Perdue	1.39							
		Honeysuckle		0.99						
		Riverside		0.89						
	Econo Foods	Honeysuckle	1.39							< 16 lbs. (hen)
	Fareway	Fastco		0.99						
	Hy-Vee	Hy-Vee		0.89						
		Jennie-O		2.08						oven-ready in bag
	Kroger (south)	no label	*							< 16 lbs. (hen) \$6.00 off
		no label	*							> 16 lbs. (tom) \$11.00 off
	Neiman (Cub)	Farm Fresh		0.79						
Illinois Downstate		Honeysuckle	1.19							
	Schnuck's	Schnuck's	1.19	0.99						
		Honeysuckle		0.99						



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Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Illinois Downstate (continued)	Sullivan's	Butterball Jennie-O	1.49	0.89						
	Walt's	Rosebud	1.49	0.99						
		Norbest Butterball	0.99 1.59							
Indiana	Al's	Our Family Honeysuckle Butterball	1.39	0.99 1.39						
	Buehler's	Honeysuckle Butterball	1.19	0.99						
	Jay C	Butterball Butterball Butterball	* * *	1.19 1.29						> 20 lbs. \$3.00 off with coupon
	Jewel	Jennie-O Perdue	1.59	0.89						
	Kroger (south)	no label no label	* *							< 16 lbs. (hen) \$6.00 off > 16 lbs. (tom) \$11.00 off
	Kroger (Cincy)	Butterball	1.54							\$2.00 off w/ store card; limit 4
		Honeysuckle	1.54							
		Shady Brook	1.54							
		Private Selection		0.99						
	Marsh	Norbest	1.39	0.99						w/ store card
		Norbest		1.39						w/o store card
		Butterball	1.49							save \$3.00 w/ coupon
	Martin's	Honeysuckle	1.39	1.19						w/ store card
		Honeysuckle	1.59	1.39						w/o store card
		Spartan		0.99						w/ store card
		Spartan		1.29						w/o store card
		Troyer	1.39							w/ store card
		Troyer	1.59							w/o store card
	Meijer	Butterball	1.19							w/ store card
		Butterball	2.09							w/o store card
	O'Malia's	Norbest		0.99						w/ store card
		Norbest	1.39	1.39						w/o store card
		Butterball	1.49							
	Schnuck's	Schnuck's	1.19	0.99						
		Honeysuckle		0.99						



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			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Indiana (continued)	Strack & Van Til	Butterball	1.39	0.99						< 16 lbs. (hen) > 16 lbs. (tom) smoked @ 1.99/lb
		Norbest		0.79						
		Norbest		0.99						
		Perdue	1.39							
		Rosebud	1.39							
		Lake Point								
	Super Target	Market Pantry		0.68						
	Ultra Foods	Butterball	1.39	0.99						< 16 lbs. (hen) > 16 lbs. (tom) smoked @ 1.99/lb
		Norbest		0.69						
		Norbest		0.79						
		Perdue	1.39							
		Rosebud	1.39							
		Lake Point								
	Walt's	Rosebud	1.49	0.99						
		Norbest		0.99						
		Butterball	1.59							
	Wesselman's	Butterball		0.99						
		Jennie-O		0.89						
Iowa	County Market	Farm Fresh		0.79						
		Honeysuckle	1.19							
	Cub Foods	Jennie-O	1.29							
	Econo Foods	Honeysuckle	1.39							< 16 lbs. (hen)
	Fareway	Fastco		0.99						
	Hy-Vee	Hy-Vee		0.89						oven-ready in bag
		Jennie-O		2.08						
	Super Target	Market Pantry		0.68						
Kansas	Country Mart	Best Choice	1.19	0.78						w/ store card
		Honeysuckle								
		Butterball								
	Dillon's	Butterball	1.59	1.19						
		Honeysuckle	1.39	1.09						
		Jennie-O		0.99						
		Norbest	1.09							
		Private Selection		0.99						
	Hen House	Honeysuckle		1.29						w/ store card
		Honeysuckle		1.49						w/o store card
		Butterball		1.49						w/ store card
		Butterball		1.59						w/o store card
		Oven Ready	1.49							w/ store card
		Oven Ready	1.69							w/o store card



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Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Kansas (continued)	Homeland	Best Choice Honeysuckle Butterball	1.29	0.77						smoked @ 1.99/lb
	Hy-Vee	Hy-Vee Jennie-O		0.89 2.08						oven-ready in bag
	Price Chopper	Best Choice	1.29							
	Super Target	Market Pantry		0.68						
Kentucky	Buehler's	Honeysuckle	1.19							
	Country Mart	Best Choice		0.79						< 16 lbs. (hen)
	Food City	Butterball	1.49	0.89						w/ store card
		Butterball	1.89	1.49						w/o store card
		Jennie-O	1.29							
		Jennie-O	1.69							
		Food Club	1.29	0.79						
		Food Club	1.49	1.19						
	Food Fair	Butterball		0.99						
		Amish Valley	1.39							
	Foodland	Honeysuckle	1.29	0.99						w/ store card
		Honeysuckle	1.69	1.59						w/o store card
	Food Lion	no label		0.77						w/ store card
		no label		1.29						w/ o store card
	Kroger (east)	no label	*							< 16 lbs. (hen) \$6.00 off
		no label	*							> 16 lbs. (tom) \$11.00 off
	Kroger	Country Pride		0.89						
		Shady Brook	1.49							
	Kroger (Cincy)	Butterball	1.54							\$2.00 off w/ store card; limit 4
		Honeysuckle	1.54							
		Shady Brook	1.54							
		Private Selection		0.99						
	Meijer	Butterball	1.19							w/ store card
		Butterball	2.09							w/o store card
	Remke's	Butterball		1.39						w/ store card
		Butterball		1.69						w/o store card
		Honeysuckle		1.39						w/ store card
		Honeysuckle		1.69						w/o store card
Louisiana	Albertson's LLC	Butterball		1.29						
	Breaux Mart	Honeysuckle	0.99							\$1.00 off w/ coupon



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			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Louisiana (continued)	Brookshire's	Butterball no label Honeysuckle Norbest	1.19	0.99 0.69						w/ \$10 purchase; limit 2 smoked @ 1.79/lb.
	Brookshire Bros.	Butterball Jennie-O Pilgrim's Pride Brookshire Bros.	1.09	0.99 0.99						smoked at 1.69/lb
	Kroger	Butterball Jennie-O Jennie-O Eddy's	0.99	1.29 0.79						limit 2 smoked @ 1.79/lb
	Market Basket	Jennie-O Eddy's		0.89						smoked @ 1.59/lbs
	Super 1 Foods	Butterball no label		0.89 0.67						limit 2 w/ \$10 purchase
	Super Target	Market Pantry		0.68						
	Winn-Dixie	Butterball Butterball Butterball no label no label Honeysuckle Honeysuckle	1.49 1.19 1.39	0.99 1.39 0.79 1.29						limit 2 w/ store card; limit 2 w/o store card w/ store card; limit 2 w/o store card w/ store card; limit 2 w/o store card
Michigan	Busch's	Spartan Peacock Amish		0.99					1.69	
	D&W	Spartan	1.19							
	Family Fare	Spartan	1.19							
	Felpausch	Spartan	1.19							
	Glen's Markets	Spartan	1.19							
	Harding's	Spartan Spartan	1.28	0.88						
	Hiller's	Amish Country	1.48							
	Hollywood Mrkt	Amish Country Peacock Amish	1.29 1.89							
	Kroger	Honeysuckle	1.49							



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			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Michigan (continued)	Martin's	Honeysuckle	1.39	1.19						w/ store card
		Honeysuckle	1.59	1.39						w/o store card
		Spartan		0.99						w/ store card
		Spartan		1.29						w/o store card
		Troyer	1.39							w/ store card
		Troyer	1.59							w/o store card
	Meijer	Butterball	1.19							w/ store card
		Butterball	2.09							w/o store card
	Oleson's	Spartan	1.39	0.99						
	Plumb's	Spartan	1.29	0.99						w/ store card
		Spartan	1.59	1.29						w/o store card
Minnesota	Super One	Jennie-O		0.67						
	VG's	Spartan		0.88						limit 1 w/ \$10 purchase
		Spartan		1.29						no limits
	Cash Wise	Jennie-O	0.98							< 16 lbs. (hen)
		Jennie-O		0.68						> 16 lbs. (tom)
	Coborn's	Jennie-O	0.99							< 16 lbs. (hen)
	Cub Foods	Jennie-O	1.29							
	Econo Foods	Honeysuckle	1.39							< 16 lbs. (hen)
	Festival	Jennie-O	1.29							
	Hornbacher's	Honeysuckle	0.98							
	Hy-Vee	Hy-Vee		0.89						
		Jennie-O		2.08						oven-ready in bag
	Rainbow	Jennie-O		0.88						w/ store card
		Jennie-O		0.98						w/o store card
		Family Pride		0.88						w/ store card
		Family Pride		0.98						w/o store card
		Butterball		1.38						< 16 lbs. (hen)
	Sun Mart	Honeysuckle	1.39							< 16 lbs. (hen)
	Super One	Jennie-O		0.67						
	Super Target	Market Pantry		0.68						
Mississippi	Brookshire's	Butterball		0.99						w/ \$10 purchase; limit 2
		no label		0.69						
		Honeysuckle	1.19							smoked @ 1.79/lb.
		Norbest								
	Greer's	Best Choice		0.79						
	Kroger	Butterball	1.29	1.19						
		Honeysuckle	0.97	0.99						
	SaveRite	no label		0.69						
		Butterball		0.98						



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			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Mississippi (continued)	Schnuck's	Schnuck's Honeysuckle	1.19	0.99 0.99						
	Winn-Dixie	Butterball	1.49							limit 2
		Butterball		0.99						w/ store card; limit 2
		Butterball		1.39						w/o store card
		no label		0.79						w/ store card; limit 2
		no label		1.29						w/o store card
Missouri		Honeysuckle	1.19							w/ store card; limit 2
		Honeysuckle	1.39							w/o store card
	Country Mart	Best Choice		0.79						< 16 lbs. (hen)
	County Market	Farm Fresh		0.79						
		Honeysuckle	1.19							
	Dierberg's	Perdue	1.39							
		Honeysuckle		0.99						
		Riverside		0.89						
	Dillon's/ Gerbes	Butterball	1.59	1.19						
		Honeysuckle	1.39	1.09						
		Jennie-O		0.99						
		Norbest	1.09							
	Hen House	Private Selection		0.99						
		Honeysuckle		1.29						w/ store card
		Honeysuckle		1.49						w/o store card
		Butterball		1.49						w/ store card
		Butterball		1.59						w/o store card
		Oven Ready	1.49							w/ store card
		Oven Ready	1.69							w/o store card
	Hy-Vee	Hy-Vee		0.89						
		Jennie-O		2.08						oven-ready in bag
	Price Chopper	Best Choice	1.29							
	Ramey's	Best Choice	1.19	0.79						
		Butterball	1.19							Save \$3.00 w/ coupon
		Honeysuckle	1.19							
	Schnuck's	Schnuck's	1.19	0.99						
		Honeysuckle		0.99						
	Super Target	Market Pantry		0.68						
Nebraska	Baker's Gerbes	Butterball	1.59	1.19						
		Honeysuckle	1.39	1.09						
		Jennie-O		0.99						
		Norbest	1.09							
		Private Selection		0.99						



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			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Nebraska (continued)	Fareway	Fastco		0.99						
	Hy-Vee	Hy-Vee		0.89						
		Jennie-O		2.08						oven-ready in bag
	Safeway	Butcher's Cut	1.29							
		Butterball		0.99						w/ store card
		Butterball	1.69							w/o store card
		Jennie-O		1.92						oven-ready in bag
	Sun Mart	Honeysuckle	1.39							< 16 lbs. (hen)
	Super Target	Market Pantry		0.68						
North Dakota	Cash Wise	Jennie-O	0.98							< 16 lbs. (hen)
		Jennie-O		0.68						> 16 lbs. (tom)
	County Fair	Shurfresh		0.89						
		Butterball		1.19						
	Dan's	Farm Fresh		0.89						limit 2
	Hornbacher's	Honeysuckle	0.98							
Ohio	Sun Mart	Honeysuckle	1.39							< 16 lbs. (hen)
	Super Target	Market Pantry		0.68						
	Acme Market	Acme		0.99						w/ store card
		Acme		1.29						w/o store card
		Honeysuckle	1.39							w/ store card; limit 1
		Honeysuckle	1.59							w/o store card
	Bigg's	Butterball		*						< 16 lbs. (hen) \$9.00 off; limit 1
		Butterball		*						> 16 lbs. (tom) \$15.00 off; limit 1
		Honeysuckle		*						< 16 lbs. (hen) \$9.00 off; limit 1
		Honeysuckle		*						> 16 lbs. (tom) \$15.00 off; limit 1
	Buehler's	Amish Country	1.49							w/ store card
		Amish Country	1.89							w/o store card
		Bowman & Landis						2.29		w/ store card
		Bowman & Landis						2.79		w/o store card
	Cub Foods	Honeysuckle	1.39	0.99						
	Food Fair	Butterball		0.99						
		Amish Valley	1.39							
	Foodland	Honeysuckle	1.29	0.99						w/ store card
		Honeysuckle	1.69	1.59						w/o store card
	Fresh Encounters	Our Family		0.99						
	Giant Eagle	Honeysuckle	1.29	0.89						> 16 lbs. (tom)
		Giant Eagle	1.29	0.89						> 16 lbs. (tom)
		Nature's Basket							2.49	
		Bell & Evans							2.49	



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			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Ohio (continued)	Kroger (Cincy)	Butterball	1.54							\$2.00 off w/ store card; limit 4
		Honeysuckle	1.54							
		Shady Brook	1.54							
		Private Selection		0.99						
	Kroger	Honeysuckle	1.49							
	Kroger	Country Pride		0.89						
		Shady Brook	1.49							
	Meijer	Butterball	1.19							w/ store card
		Butterball	2.09							w/o store card
	Riesbeck's	Honeysuckle	1.29	0.99						w/ store card
		Honeysuckle	1.79	1.39						w/o store card
	Remke's	Butterball		1.39						w/ store card
		Butterball		1.69						w/o store card
		Honeysuckle		1.39						w/ store card
		Honeysuckle		1.69						w/o store card
	Shop 'n Save	Butterball		1.39						< 16 lbs. (hen)
		Butterball		1.49						> 16 lbs. (tom)
		L'il Butterball		1.59						
		Honeysuckle	1.29	0.99						< 16 lbs. (hen)
	Sparkle	Honeysuckle	1.29							> 16 lbs. (tom)
		Honeysuckle	1.49							w/ store card
										w/o store card
Oklahoma	Albertson's LLC	Butterball		1.29						
	Country Mart	Honeysuckle	1.29							
	Homeland	Best Choice		0.77						
		Honeysuckle	1.29							
		Butterball								smoked @ 1.99/lb
	Super Target	Market Pantry		0.68						
South Dakota	United of Ok.	Honeysuckle		0.88						
	Coborn's	Jennie-O	0.99							< 16 lbs. (hen)
	County Fair	Shurfresh		0.89						
		Butterball		1.19						
	Econo Foods	Honeysuckle	1.39							< 16 lbs. (hen)
	Family Thrift	Honeysuckle	1.39							< 16 lbs. (hen)
	Hy-Vee	Hy-Vee		0.89						
		Jennie-O		2.08						oven-ready in bag
	Safeway	Butcher's Cut	1.29							
		Butterball	1.29	0.99						w/ store card
		Butterball	1.69							w/o store card
		Jennie-O		1.92						oven-ready in bag



USDA HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY
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December Holidays 2007
WHOLE TURKEYS

(10-24 lbs. whole birds; prices in \$/lb unless otherwise noted; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Tennessee	Bi-Lo	Butterball		0.99						w/ store card
		Butterball		1.29						w/ o store card
		no label		0.69						< 16 lbs. (hen) w/ store card
		no label		0.59						> 16 lbs. (tom) w/o store card
		no label		0.99						w/o store card
		Shady Brook	1.09							w/ store card
		Shady Brook	1.49							w/ o store card
	Country Mart	Best Choice		0.79						< 16 lbs. (hen)
	Food City	Butterball	1.49	0.89						w/ store card
		Butterball	1.89	1.49						w/o store card
		Jennie-O	1.29							
		Jennie-O	1.69							
		Food Club	1.29	0.79						
		Food Club	1.49	1.19						
	Food Lion	no label		0.77						w/ store card
		no label		1.29						w/ o store card
	Harris Teeter	Harris Teeter		0.99					2.29	w/ store card
		Harris Teeter		1.49					2.99	w/o store card
	Ingle's	Butterball	1.68							w/ store card
		Butterball	1.98							w/o store card
	Kroger (east)	Butterball	1.49	1.09						
		Honeysuckle	1.19	0.89						
		Private Selection								
	Kroger	Butterball	1.29	1.19						
		Honeysuckle	0.97	0.99						
	Kroger (stheast)	no label	*	*						< 16 lbs. (hen) \$5.00 off
		no label	*	*						> 16 lbs. (tom) \$10.00 off
	Kroger	Country Pride		0.89						
		Shady Brook	1.49							
	Publix	Butterball	1.39	0.99						
		Publix	1.19	0.79						w/ store card
		Publix	1.39	1.29						w/o store card
	Schnuck's	Schnuck's	1.19	0.99						
		Honeysuckle		0.99						
	Super Target	Market Pantry		0.68						



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Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Texas	Albertson's LLC	Butterball Honeysuckle	0.99	1.29						
	Brookshire Bros.	Butterball Jennie-O Pilgrim's Pride Brookshire Bros.	1.09	0.99 0.99						smoked at 1.69/lb
	Brookshire's	Butterball no label Honeysuckle Norbest	1.19	0.99 0.69						w/ \$10 purchase; limit 2 smoked @ 1.79/lb.
	H-E-B	Butterball Li'l Butterball H-E-B H-E-B Hill Country	1.09 1.29	1.09 1.49 1.49						seasoned smoked
	Kroger	Butterball Jennie-O Jennie-O Eddy's	0.99	1.29 0.79						limit 2 smoked @ 1.79/lb
	Market Basket	Jennie-O Eddy's		0.89						smoked @ 1.59/lbs
	Sprout's	Sprout's						1.49		
	Super 1 Foods	Butterball no label		0.89 0.67						limit 2 w/ \$10 purchase
	Super Target	Market Pantry		0.98						
	Tom Thumb/ Randall's	Butcher's Cut Butterball Jennie-O	1.29	0.99 1.92						oven-ready in bag
	United/ Market Street	Butterball Eddy's	1.49							smoked @ 1.59/lb.



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December Holidays 2007

WHOLE TURKEYS

Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Wisconsin	Cub Foods	Jennie-O	1.29							
	Econo Foods	Honeysuckle	1.39							< 16 lbs. (hen)
	Jewel	Jennie-O		0.89						
		Perdue	1.59							
	Pick 'n Save/ Copp's	Jennie-O		0.88						
		Family Pride		0.88						
		Butterball		1.38						< 16 lbs. (hen)
	Piggly Wiggly	Honeysuckle	1.49							
		Food Club		*						Save \$8.00 w/ coupon; limit 1
	Sentry	Jennie-O		0.78						w/ store card
		Jennie-O		1.28						w/o store card
		Farm Fresh		0.78						w/ store card
		Farm Fresh		1.28						w/o store card
	Super Target	Market Pantry		0.68						